RCP
Minnetonka

University of Minnesota
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Course: LS5993

Design Thinking.
Neighborhood.
Community.
Good Evening. Get Ready.

- This presentation is experiential.
- You will be asked to engage.
Design Challenge.

- For the Minnetonka RCP, our class was given the challenge to give solid and doable recommendations to the people who work for the City of Minnetonka on how the community and city can engage with each other.
Neighborhoods.

- Flat, 2-dimensional on maps.
- Land defined by borders.
Communities.

- Borderless.
- Boundless.

- People bonded by a common interest or activity.
Engagement #1: Neighborhood.

- Without talking to anyone else,
- Take your paper and draw what you consider your neighborhood in this room.
Engagement #2: Identification.

- Now name your neighborhood.
Engagement #2: Community.

- List the names of 2 people close by.
- 1 minute to talk with both.
Engagement #2: Community.

- You have just created a “bit of a buzz” in your possible community.
- Could be viable.
- Could be useful to others.
Discovery: Open House

- We discovered quite a bit about the **neighborhoods** and the **communities** when our Design Thinking team attended the October 9 City Open House.
Discovery: Map of Minnetonka

- Where is your Neighborhood?

Easel Map – Maggie
Surveys - Jo
Map of Neighborhoods.

What neighborhoods were represented by an attendee at the Open House....
Map of Neighborhoods.

#12 – N’hoods called Glen Lake
Map of Neighborhoods.

Who wasn’t on our survey.

The Blue.
Non-conclusion.

- Does this mean the people in those areas are so disengaged they are not even showing up at the Open House?
- Of course not.
New community image.
Minnetonka is filled with community activity.

People leaving their neighborhood to go and join others doing things of mutual interest.

The networks of community would totally cover Minnetonka.
Groups of people who share interests are alive and flourishing in Minnetonka.

- Churches
- Schools
- Service Organizations
- Salons
- Shops
- Restaurants
- Fitness
- Mom’s Clubs
- Neighborhood Associations
- Park Visitors
Faith Based Organizations.

- Redeemer Bible Church
  16205 Highway 7, Minnetonka, MN 55345
- Living In His Presence
- 3510 Williston Rd, Minnetonka, MN 55345
- Minnetonka United Methodist
  17611 Lake Street Ext, Minnetonka, MN 55345
- Redeemer
  16031 Woodland Curve, Minnetonka, MN 55345
- All Saints Lutheran Church
  15915 Excelsior Blvd, Minnetonka, MN 55345
- Minnetonka Lutheran Church
  16023 Minnetonka Blvd, Minnetonka, MN 55345
- Ridgewood Church
  4420 County Road 101, Minnetonka, MN 55345
- Slavic Baptist Church
  16625 Excelsior Blvd, Minnetonka, MN 55345
- Bethlehem Lutheran Church
  5701 Eden Prairie Rd, Minnetonka, MN 55345
- Seventh Day Adventists
  3510 Williston Rd, Minnetonka, MN 55345
- Minnetonka Christian Academy
  3500 Williston Rd, Minnetonka, MN 55345
Map of Neighborhoods.

Networks--Churches
Companies.

- UnitedHealth Group
- Cargill
- Emerson Process Management
- Starkey
- SuperValu
- Medica
- St Jude Medical
- Carlson
The city & the communities in the Community of Minnetonka.

- This is a community eco-system.
  - Look long range.
  - Create vitality through engagement.
  - Adjustments in one place can affect all the “bee hives”
Recommendations for a Resilient Community.

- **Listen**
  - Paul Revere
  - Real and virtual news - communication

“‘What’s the buzz…tell me what’s a happening..’”
Recommendations for a Resilient Community.

- Partner with organizations. Ask.
  - What can the city do for you?
  - What can you do for the city?
Recommendations for a Resilient Community.

- Promote Creativity
  - Creative act create good vibes
  - Creative acts are a measure of engagement
Give Recognition.

- Partners
- Values in action
- Your OWN GOOD WORK.
Any comments or questions?
Thank you.

- Jeff Thompson, Associate City Planner
- Mike Greco, UM RCP Program Manager
- Virajita Singh, Design Thinking Instructor
- Maggie Sattler, Design Thinking Team Mate
- Arturo Leyva, Artist

- Finding Place in Making Connections Communities, January 2012 Annie E Casey Foundation